

David Maher: Scott Pinzon from ICANN is here to give us a presentation on the new revamped GNSO Website, which I had the pleasure of getting a preview of and it's a vast improvement, I think. So, without further ado, Scott, do you want to go ahead?

Scott Pinzon: I'd be happy to. Thank you very much. The GNSO Website is about to change radically, and this is a work product from the GNSO improvements initiative, in particular, the communications coordination team. What you're about to see today is really a work product largely by these folks with Ken Bour and I supporting from staff. So, your group was ably represented by Steve.

And just a very brief agenda today, I want to show you what the proposed changes are, and in case you want to have further input on them, just tell you where you can give us more information on what you would like.

So, what is this about? It's the part of the GNSO Improvements Program that not only called for improved communications, but it said that the GNSO Website needed to be more useable. That was all the direction that was given. So, the question is more usable to whom or to do what, so there was a lot of latitude left to the Communications Coordination team.

However, what I'm here today to do is to show you the changes that we plan to make. There is a much longer presentation on why we made the decisions we did and the research that we based it on. So, if you want to, you can jot that URL down or otherwise, it's on the GNSO Improvements part of the Website under what the Operation Steering Committee has been doing. There is an hour-long webinar.

But for now, I just want to get into how it's going to change. One of the questions that we wound up asking ourselves in making the changes was what is a person trying to do when they come to the GNSO Website. And after research with 230 ICANN.org users, in-depth interviews with eight GNSO power users and other information, here's our list.

What GNSO users are doing, first of all, is trying to find a document. That's the main reason people come to [gns0.icann.org](http://gns0.icann.org), but everyone agrees it's quite difficult to do in most cases.

The next most cited task was trying to manage activities through the calendar. Some people are looking ahead to see when meetings are. Some people are

looking backwards to find transcripts and mp3's, but there's a lot of activity around the calendar.

And then finally, the third most cited answer to what are you trying to do when you come to the GNSO site was find information, but based on the issues. And right now, the site is not arranged that way, so it's hard to get everything that's relevant to a particular topic and be able to see it.

So, that's what we addressed. And before I show you where we're going, I have one other technical note to make. In this migration that the site is about to go through, it is moving from being a static site to being a dynamic site. Some of you, I'm sure, know what that means, and I can throw out terms like Drupal and PHP and you'll know where I'm going.

In case that is not your expertise, in a static site, if you have some object and you want to see it in more than one place on the site, you can almost think of it like a paragraph in a Word document. You have to copy it and you have to go paste it wherever you want manually and keep making copies and keep making copies. In the new site, it will be dynamic, which has a whole different model. It means that the content goes in a database and it gets tagged with descriptors. Then, when people are looking for things or there's a call for things with that descriptor, the site gets built dynamically and presented. So, if I have this little object here and it's appropriately tagged, and someone is looking for things that are yellow, it will display. But, if someone else is looking for a flower, it will show up or plant, it's all in the tagging. But, these are not copies of it. There's just one copy that's presented when needed.

This has fantastic implications for being able to find things in multiple ways on the site and just make it much handier, as you will see in a few minutes.

One other note I want to make is because of the stage of development we're in right now, what I'm presenting to you today are wire frames. There's a redesign going on of ICANN.org and they've done a lot of design work, and it's heading towards a look something like this. But, we're not there yet, so you'll have to use your imagination somewhat. Instead of showing you finished pages, I'm just showing you conceptually what we think will be on the pages.

So having said that, let me plunge right into it.

This is the wire frame for the proposed GNSO homepage. So, some things you'll see right away that are different is on the current GNSO Website, there's no search box. So, up in the upper right hand corner there, you'll see we intend to put "search" on every page of the GNSO Website so that you can find what you need to.

Beneath that, you'll also see another new feature called "the acronym helper" and this is an idea that came up in our development and is already getting traction in the community. And, it's literally what it says. If you're reading a document and it has an acronym, and right now, you can't remember what it stands for, start typing it up there and it starts dropping down everything that starts with that letter. And in a moment, you'll have the acronym spelled out. That will be on the site soon.

If you'd like to see it now...